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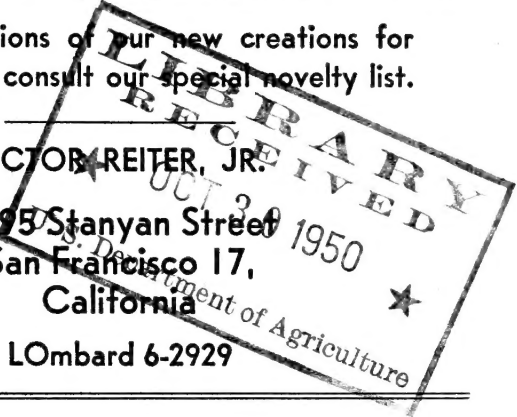
# LA ROCHETTE NURSERY

## 1951

### GENERAL FUCHSIA LIST

For descriptions of our new creations for 1951 please consult our special novelty list.

VICTOR REITER, JR.  
1195 Stanyan Street  
San Francisco 17,  
California  
LOmbard 6-2929



#### DOUBLE "PURPLE" GROUP

- \* **CHRYSANTHEA**—easy, full trailer, red and purple.
- # **COMMANDER IN CHIEF**—largest red and purple.
- # **GYPSY QUEEN**—red and mauve, fine.
- MISS PRIM**—light red and purple.
- MRS. DESMOND**—darker than Gypsy Queen.
- PHENOMENAL**—fine old red and purple.
- # **REITER'S GIANT**—freest large purple, strong.
- ROYAL PURPLE**—fine color, medium size, bushy.
- \* **SAN MATEO**—large red and purple, trailer.
- # $\frac{1}{2}$ \* **THE DOWAGER (1949 Reiter)**—large, free red and purple.
- $\frac{1}{2}$ \* **TITANIC**—climbing marbled light purple.
- # $\frac{1}{2}$ \* **UNCLE JULES**—bluish purple, extra.
- WINSTON CHURCHILL**—red and "blue" pot variety.

#### SINGLE "PURPLES"

- x **ESPERANZA**—small red and purple, free.
- JUPITER**—spreading petals, red and purple, fine.
- LORD BYRON**—small free-blooming Jupiter.

#### DOUBLE MAGENTA ("RED") GROUP

- #x\* **ANNA**—finest large magenta.
- BEAUTY OF EXETER**—old favorite magenta.
- # **CLARION (1949 Reiter)**—strong globular crimson.
- #x **CRESCENDO**—brilliant red and magenta.
- FESTIVAL**—light magenta, strong upright.
- ROULETTE**—1950 rosy white and magenta.
- #x **RUBEO**—very fine, carmine and crimson.
- x **SANTA CRUZ**—crimson, large.
- SHARON**—scarlet and rose bengal, vigorous.
- SUNBURST**—carmine & crimson, medium, semi-double.
- ##\* **TRAIL BLAZER**. See 1951 list \$1.00

## SINGLE MAGENTAS

- #\* **CASCADE**—pale magenta, best trailer.
  - #\* **CLARET CUP**—darker, large semi-double, Cascade.
  - # **GAY SENORITA**—immense light magenta.
  - \* **HALLOWEEN**—larger, pinker, later Cascade.
  - x\* **MARINKA**—old favorite, dark reddish magenta.
  - MEPHISTO**—small, free, intense deep magenta.
  - $\frac{1}{2}$ \* **MURIEL**—old favorite magenta.
  - \* **NIOBE**—Pale rose and magenta (1950) \$1.00
  - RED MONARCH**—well-formed magenta.
  - #\* **RED SPIDER**—finest single magenta trailer.
  - \* **UTOPIA**—strong climber, huge, magenta.
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## DOUBLE WHITE AND PINK (red sepals)

- x **BARRINGTON**—1947 heat tolerant, small Fascination.
  - BUFFON**—red and pinkish globular.
  - # **CATALINA (White Wonder)**—red and white Gypsy Queen.
  - DR. JOHN GALLWEY**—large elegant red and white.
  - # **FASCINATION**—good small bush, flowers fine, very pink.
  - HOLLYDALE**—Fascination colored Winston Churchill.
  - x **MME. CORNELISSEN**—small, clean, red and white, finest large shrub.
  - MME. JACQUES FEUILLET**—huge, loose red & pink.
  - $\frac{1}{2}$ \* **MOLESWORTH**—clear red and white, medium, good.
  - # **PAN AMERICA**—finest red and rosy white, huge.
  - $\frac{1}{2}$ \* **PUGET SOUND**—rosy red, white.
  - # **STORM KING (Frau Emma Topfer)**—healthy large red and white.
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## SINGLE RED AND WHITE

- ALICE HOFFMAN**—small bush, small red and white flowers.
  - AVIATOR**—medium red and white good.
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## WAXY WHITE AND APRICOT TUBED SINGLES

- AURORA SUPERBA**—yellowest orange.
  - # **FALLING STARS**—scarlet and turkey red.
  - LADY HEYTESBURY**—white and crimson, upright.
  - LUSTRE IMPROVED**—white and crimson, medium vigor.
  - MRS. RUNDLE**—old favorite, apricot, graceful.
  - #\* **MRS. VICTOR REITER**—white and crimson, best trailer in color.
  - $\frac{1}{2}$ \* **SAN FRANCISCO**—carmine, rose & geranium lake, fine.
  - # **"SUPER BRITISH"**—unlabeled from England, white and crimson.
  - VENUS VICTRIX**—1840 original white tube, historical.
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- # good commercial variety
- \* trailer
- x stands heat

## APRICOT TUBED, SPREADING PETALS

- LUCIENNE BREVAL**—rose sepals and petals, fine but difficult.  
# **MAZDA**—carmine, fine grower.  
**ROSE PILLAR**—neyron rose and geranium lake, tall.  
**SACRAMENTO**—pale carmine, strong, heat tolerant.  
# **SUNSET**—salmon orange, free.
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## PASTEL SINGLES

- COUNTESS OF ABERDEEN**—small pot variety, dainty rose white.  
x **ERECTA**—small pale lavender.  
**FORMOSISSIMA**—white tube and sepals, rose petals, very beautiful.  
# $\frac{1}{2}$ \* **JACK SHAHAN**—rose bengal showy.  
**MADMOISELLE**—dainty, tiny rose flowers.  
# **MELODY**—pale neyron rose, good form, tops.  
x **MRS. W. P. WOOD**—palest rose, very strong, hardy.  
**ROSE OF DENMARK**—perfect rose flowers, slow, fine.  
#x **STARGAZER**—improved darker large Erecta.  
 $\frac{1}{2}$ \* **TREASURE ISLAND**—small, pale lavender climbing.
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## DOUBLE WHITES

- # **AVE MARIA**—bushy, practically white.  
## $\frac{1}{2}$ \* **FLYING CLOUD (Patent #925, Reiter 1949)**—rosy white, easy \$1.00.  
# $\frac{1}{2}$ \* **JOAN OF ARC**—pure white, fine form.  
# **MARIONETTE**—small bush, rose and white.  
**PATTY EVANS**—large rose and white, vigorous.  
**WHITEMOST**—large, rose and white, fine color.
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## NOVELTY DOUBLE PASTELS

- COLOMBINE (1949 Reiter)**—white and rhodamine purple.  
## **CRINOLINE**—1950 white and rose (Pat. Appl. for) \$1.00  
**DIADEM**—medium pale rose and peony purple.  
 $\frac{1}{2}$ \* **ELSA**—large Nonpareil; less vigor, beautiful.  
**FLIRTATION**—pale rose Lucky Strike.  
 $\frac{1}{2}$ \* **PASTEL**—pale rose and orchid pink, very free.  
**REVERIE**—See 1951 List \$1.00  
#\* **SAN PABLO**—pale orchid San Mateo.  
## **SEVENTEEN**—all clear rose, tip top \*\*\*\*
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## DOUBLE PALE BLUES AND PURPLES

- AUNT JULIANA**—1950 pale lavender. Sport of Uncle Jules.  
#\* **BLUE PENDANT (1949 Brown)**—beautiful light blue.  
**ECSTASY**—pale rose and blue, cool.  
**LUCKY STRIKE**—rose and purple marbled rose, striking.  
**NEW HORIZON**—1950 pale rose and light blue.  
\* **NONPAREIL**—pale rose and pale lavender, supreme.  
**ROSEMARYE**—pale pink and pale violet, small.  
# **SEA FOAM**—rosy white and smokey purple.  
# **TREASURE**—fine "blue" type, large.  
 $\frac{1}{2}$ \* **VALENTINE**—large rosy white and imperial purple.  
**WEDGEWOOD**—See 1951 list \$1.00
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- # good commercial variety  
\* trailer  
x stands heat

## VARIEGATED

- $\frac{1}{2}$ \* **AUTUMNALE**—young foliage golden, magenta flowers.  
**MAGELLANICA VARIEGATA**—strong, silvery variegated, good.  
**SUN RAY**—very variegated, slow grower.  
**TOM WEST**—F. "alpestris" with light speckled foliage.
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## TRIPHYLLA HYBRIDS (SINGLE)

- x **GARTENMEISTER BONSTEDT**—clusters, red leaves.  
x **LEVERKUSEN**—lots of firecrackers.  
x#\* **MANTILLA**—pure Carmine exquisite—heat.  
#\*x **TRUMPETER**—geranium lake, long tube.
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## SPECIES AND NEAR SPECIES

- BOLIVIANA ALBA**—long hanging flowers, huge leaves, brilliant.  
**CHANG**—small flowers, orange.  
# **FANFARE**—long turkey red winter flowers, climbing.  
**PROCUMBENS**—creeper, orange berries, straw and blue upright flowers.  
**REFLEXA**—tiny orange flowers, small bush.
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## STRONG SHRUBS

- CARDINAL**—single magenta.  
**SCHILLER**—rose and lavender.

Other fuchsias are stocked and can be supplied to order.  
Please inquire.

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Every attempt is made to supply good stock true to name and free from pests and disease. Packing and shipping is carefully and expertly done . . . No effort will be spared to maintain the standard of quality which La Rochette has set for over a decade.

PRICES: of all varieties on the above list except where otherwise noted .

After April 1st 60¢ each from 4 inch pots.

Before April 1st—60¢ from 2 $\frac{1}{4}$  inch pots.

(unless 4 inch pot plants already available)

Add 3% Sales Tax in California

Add 3 $\frac{1}{2}$ % in San Francisco

SHIPMENTS: Minimum shipments \$3.50, packing free.

Cash with your order, not prepaid.

Give your complete address.

Specify express or parcel post.

(Express strongly recommended)

SUBSTITUTIONS: We make no substitutions unless they are specified by the customer.

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- # good commercial variety  
\* trailer  
x stands heat

# LA ROCHETTE NURSERY

## 1951

# INTRODUCTIONS

For 1951 La Rochette Nursery enters its fourteenth year of fuchsia introductions with two new offerings of its own and one from Mr. Clement Schnabel. We hope you will enjoy the new surprises for 1951.

### 1951 REITER INTRODUCTIONS

#### *A Hot Number*

**TRAIL BLAZER** (Reiter, Jr. — *Patent applied for*) This is a large flowered trailer in the Anna (Reiter, 1945) coloring but with smaller foliage and soft willowy growth which hangs almost straight down.

Trail Blazer can be compared to a large double flowered Red Spider (Reiter, 1946); growing with the same abandon and blooming with the same flash.

The flowers are of the very long globular type (up to ten petals), the sepals are long and well recurved and the light green foliage is placed loosely and gracefully. The color of the flowers is very close to that of Red Spider; the petals being Deep Magenta (27/0 H.C.C.) and the sepals a slightly paler shade (23/2 H.C.C.).

A top notch hanging basket variety and the finest double magenta trailer in commerce.

#### *It's a Dream!*

**REVERIE** (Reiter, Jr. 1951) This medium sized double is intermediate between Seventeen (Reiter, Jr. 1947) and Crinoline (Reiter, Jr. pat. 1951). The flower is of exceptional form with nicely waved petals and abruptly recurved sepals. The entire flower is of an even pale Tyrian Rose (24/3 H.C.C.) which is retained even as the flower ages. The bushy plant is of medium vigor with small foliage and can be shaped more easily than Seventeen. It does not replace Crinoline but it does add another fine pastel to our collection and it is a must be for fanciers of dainty delicately colored fuchsias.

### 1951 SCHNABEL INTRODUCTION

#### *A New Look*

**WEDGEWOOD** (Schnabel 1951) Originator's description: "A new 'Blue' and white double of clear and sparkling brilliance. The near-white tube and long glistening sepals frame a spreading double corolla of 'Blue' violet. Wedgewood has small to medium sized leaves which act as a foil to the breath-taking translucent beauty of its flowers. The plant is a bushy upright of self-branching habit and restrained growth" Garden tested in San Francisco where it has demonstrated particular quality as a pot plant because of its free branching habit and even growth. A fine new extension to the fuchsia horizon.

Price of 1951 Introductions \$1.00 in four inch pots.

LA ROCHETTE  
1195 STANYAN STREET  
SAN FRANCISCO 17, CALIFORNIA

